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# Fun launch for 24-hour concept

A night to remember for all present

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**T**HE grounds of McDonald's Mutiara Damansara in Petaling Jaya were transformed into a carnival setting recently for the launch of fast-food chain's 24-hour concept at 72 selected restaurants nationwide.

To mark the launch, there was a special screening of the animated movie, *Surf's Up*, at TGV 1 Utama for invited guests. The red-haired mascot, Ronald McDonald, was at the cineplex, greeting and shaking hands with guests and doing high-fives with excited kids.

McDonald's crew stationed there gave out door gifts, comprising rain-coats and glow sticks, to their guests. What made the movie screening more fun was the presence of Ronald

Headline      **Fun launch for 24-hour concept**  
Date            **09. Jul 2007**  
Media Title    **The Star**

McDonald in the cinema hall. He even joked with guests and McD staff just before the movie was shown.

One of the highlights of the night was the Mac Tonight parade. There was a brass band playing tunes with great gusto, two stilt-walkers and a fire-eater. They drew stares from curious passers-by as they all marched from Cineleisure Damansara to the McDonald's Mutiara Damansara outlet, followed by McD crew and guests who were waving glow sticks.

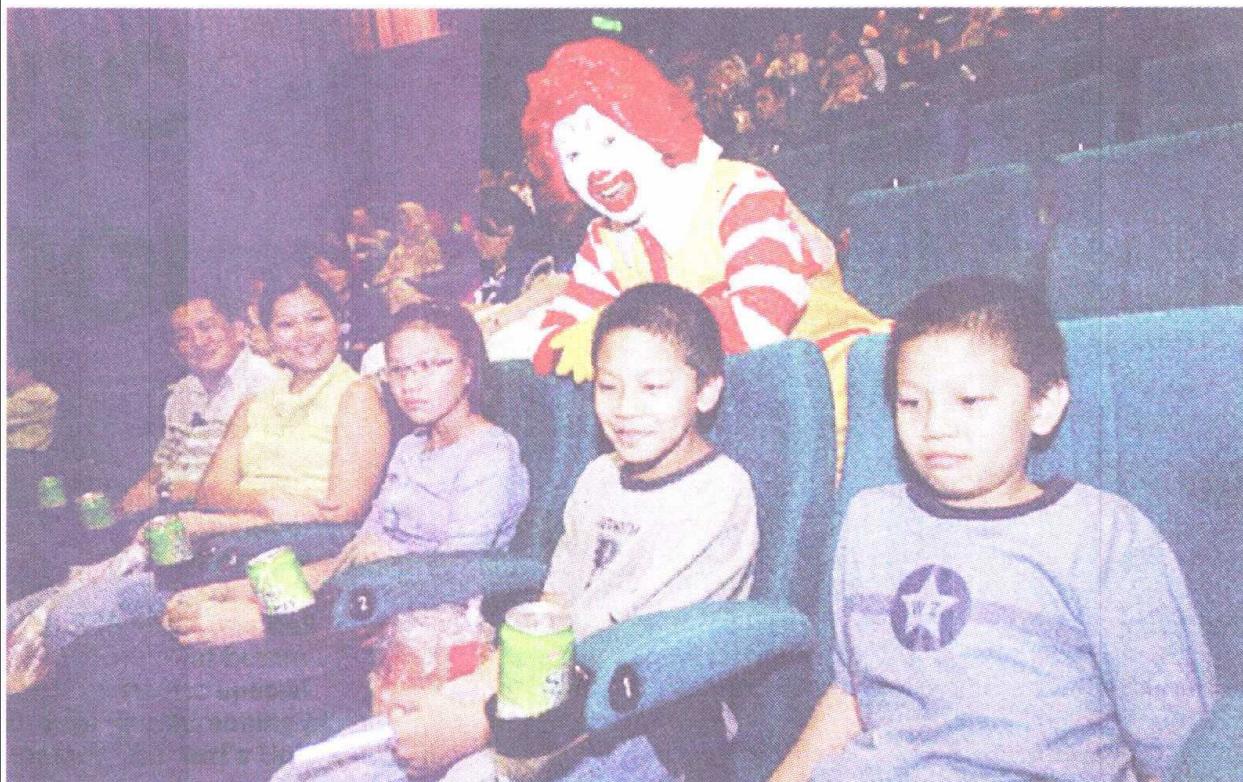
McDonald's Malaysia managing director Azmir Jaafar gave a short speech about the 24-hour concept.

This was followed by a special appearance by another mascot – the character Mac Tonight – who had the head of a crescent moon, and wore a dark suit and sunglasses, as well as played the saxophone.



**Spectacular sight:** Brass band playing with gusto.

Headline Fun launch for 24-hour concept  
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**Adding fun:**  
Mascot Ronald McDonald with young guests in a cinema hall just before the special screening of 'Surf's Up'.



**New mascot:**  
Mac Tonight dancing on stage.

Headline **Fun launch for 24-hour concept**  
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All the McD crew that night wore blue T-shirts emblazoned with the words "Open 24 hours" on the front. On the back was a circle – half depicting a crescent and half depicting the sun – symbolising night and day.

The event ended with a movie carnival, with the James Bond flick, Casino Royale and Kung fu Hustle being screened on a huge outdoor screen.

